ABSTRACT OF THE DISCLOSURE

A transfer sheet separated from a support member is held and its recording position is detected, and the separated transfer sheet is returned and superposed on the recording surface of a support member which is then delivered in. Based on the result of the detection of the recording position, the returning position of the transfer sheet is changed or image data to be recorded are changed, thereby carrying out a recording operation over the support member by using an unrecorded section present between the recorded stripes of the transfer sheet. For example, the transfer sheet is returned to almost the same position as that set before the separation and the recording position is shifted at an arrangement pitch of a stripe corresponding to 1 to 1.5 pitches to carry out the recording operation. Thus, the recording operation is performed over the support member by using an unrecorded section.